Listing of Claims:

Claim 1 (Previously presented): A method of permitting a user to order merchandise on a client computer that communicates with a server, the server responding to on-demand requests for a Web page containing promotional items of merchandise, wherein the server sends to the client computer the Web page and an auxiliary file containing descriptive data related to the promotional items, comprising:

receiving, at the client computer, the Web page and the auxiliary file, to produce a graphical depiction of one or more promotional items on a graphical user interface coupled to the client computer and configured to receive input from the user;

displaying descriptive data related to at least one of the promotional items in response to a request from the user, wherein the descriptive data is read from the auxiliary file in response to the request from the user without further accessing and querying said server and displayed with the graphical depiction on said graphical user interface; and

sending the descriptive data related to one of the promotional items to a selection panel in response to a selection request from the user, wherein the selection panel is displayed with the graphical depiction on said graphical user interface, wherein said sending is implemented by the client computer reading the auxiliary file and without accessing and querying the server for the descriptive data to be sent.

Claim 2 (Original): A method of claim 1, wherein said displaying descriptive data is implemented in response to a pointer linked to an input device being moved over one of the promotional items.

Claim 3 (Original): A method of claim 2, further comprising altering the hue, saturation, brightness or lightness of the promotional item in response to the pointer being moved over the promotional item, wherein said altering indicates the availability of at least one of a subassembly image of the promotional item, discounts, related items, alternative packaging, alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 4 (Original): A method of claim 1, wherein said sending descriptive data is implemented in response to an input device being operated to drag and drop the promotional item into the selection panel.

Claim 5 (Original): A method of claim 1, wherein said sending descriptive data is implemented in response to an input device being operated to click on the promotional item.

Claim 6 (Original): A method of claim 1, further comprising providing a window containing a subassembly of one of the promotional items in response to an input device being operated to click on the promotional item, wherein the subassembly comprises a plurality of additional promotional items having related descriptive data and capable of being sent to the selection panel.

Claim 7 (Original): A method of claim 1, further comprising sending a purchase request to the server to purchase the promotional item sent to the selection panel, wherein said sending a purchase request is implemented in response to an order request from the user.

Claim 8 (Original): A method of claim 7, wherein said sending a purchase request further comprises synchronizing the selection panel with a duplicate of the selection panel located on the server.

Claim 9 (Original): A method of claim 1, wherein said sending descriptive data further comprises waiting to receive a confirmation signal, from the server, to verify the promotional item has been added to a duplicate panel of the selection panel.

Claim 10 (Original): A method of claim 1, further comprising deleting a promotional item from the selection panel in response to an input device being operated to drag said promotional item out of the selection panel.

Claim 11 (Original): A method of claim 1, wherein said receiving to produce a graphic depiction further comprises producing a parts explosion image of the promotional item as the graphic depiction, wherein each part within the image represents a component of the promotional item.

Claim 12 (Original): A method of claim 1, wherein said sending descriptive data further comprises sending the descriptive data to a selection panel providing a metaphorical representation of a shopping cart, shopping basket or trolley.

3

Claim 13 (Currently amended): A method of permitting a user to view and interact with an electronic shopping catalog on a client computer, comprising the steps of:

generating instructions to display an interactive image of a catalog page from the electronic shopping catalog, wherein said generating includes formatting the instructions to match the configuration requirements of the client computer;

appending to the instructions an auxiliary file containing descriptive data related to promotional items of merchandise associated with the catalog page; and

sending the instructions over the Internet to the client computer, to command the client computer to produce a graphical depiction of one or more promotional items, on a graphical user interface coupled to the client computer and configured to receive input from the user;

displaying descriptive data related to at least one of the promotional items, with the graphical depiction on the graphical user interface by accessing said auxiliary file, in response to a request from the user, without further accessing and querying a server sending said catalog page for the descriptive data;

reading the auxiliary file, at the client computer without accessing and querying said server sending said catalog page for descriptive data to be sent, and sending the to send descriptive data related to one of the promotional items to a selection panel in response to a selection request from the user, without accessing and querying the server for the descriptive data; and

displaying the selection panel with the graphical depiction on said graphical user interface.

Claim 14 (Currently amended): A system for permitting a user to order merchandise on a client computer, said client computer programmable to send requests to a server for a Web page containing promotional items of merchandise and an auxiliary file containing descriptive data related to the promotional items, comprising:

a computer processor executing code including:

an image generator to produce a graphical depiction of one or more promotional items on a graphical user interface coupled to said client computer, in accordance with a received Web page;

a descriptive data generator to display descriptive data related to one of said promotional items in response to a pointer linked to an input device being moved over said promotional item by the user, wherein said descriptive data is read from the auxiliary file at the client computer in response to the pointer and displayed with said graphical depiction on said graphical user interface, without further accessing and querying said server for the descriptive data; and

an order panel generator to produce a selection panel on said graphical user interface, wherein said selection panel compiles a list of said promotional items that are sent to said selection panel in response to a selection request, wherein said list is produced by querying the auxiliary file for descriptive data corresponding to said list without accessing and querying the server for said corresponding descriptive data to be sent.

Claim 15 (Original): A system of claim 14, wherein said image generator alters the hue or lightness of one of said promotional items in response to said pointer being moved over said promotional item, wherein the hue or lightness indicates the availability of at least one of a subassembly image of said promotional item, discounts, related items, alternative packaging,

5

alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 16 (Original): A system of claim 14, wherein said order panel generator displays said selection panel with said graphical depiction on said graphical user interface.

Claim 17 (Currently amended): A system of claim 14, the code further comprising:

an order executor to send a request to the server to purchase said promotional items sent to said selection panel, wherein said purchase request is sent in response to an order request from the user; and

an order initiator to produce a duplicate selection panel on the server, wherein entries or deletions of said promotional items in said selection panel sends a request for entries or deletions of said promotional items in said duplicate selection panel, wherein said purchase request from said order executor causes the server to synchronize said duplicate selection panel with said selection panel.

Claim 18 (Currently amended): A system for permitting a user to view and interact with an electronic shopping catalog provided by a server on a client computer, comprising:

a computer processor on the server executing code including:

an e-sessions controller to generate instructions to display an interactive image of a catalog page from the electronic shopping catalog, wherein said instructions include an auxiliary file containing descriptive data related to promotional items of merchandise on said catalog page, wherein said instructions are formatted to match the configuration requirements of the client computer; and

6

a route controller to send the instructions over the Internet to the client computer to produce an image generator to produce a graphical depiction of one or more promotional items on a graphical user interface coupled to the client computer; and

a computer processor on the client computer executing code including:

a descriptive data generator to generate descriptive data related to one of said promotional items in response to a pointer linked to an input device being moved over said promotional item on the graphical depiction by the user, wherein said descriptive data is displayed with said graphical depiction on said graphical user interface by reading said auxiliary file in response to the pointer without further accessing and querying said server; and

an order panel generator to produce a selection panel on said graphical user interface, wherein said selection panel compiles a list of said promotional items that are sent to said selection panel in response to a selection request at the client computer without accessing and querying said server, wherein said descriptive data generator reads said auxiliary file to provide descriptive data corresponding to said list, without accessing and querying the server for said corresponding descriptive data.

Claim 19 (Currently amended): A system of claim 18, the code further comprising a catalog selector to receive a request for contents of said catalog page and send instructions to display said contents on said graphical user interface.

Claim 20 (Currently amended): A system of claim 18, on the server further comprising an order processor to receive requests from the client computer to purchase said promotional items sent to said selection panel.

7

Claim 21 (Original): A system of claim 18, wherein said image generator alters the hue or lightness of one of said promotional items in response to said pointer being moved over said promotional item, wherein the hue or lightness indicates the availability of at least one of a subassembly image of said promotional item, discounts, related items, alternative packaging, alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

8

Claim 22 (Currently amended): A computer program product comprising a computer useable medium having computer readable program code ~~means~~ embedded in said medium for causing an application program to execute on a computer that communicates with a server and permits a user to order merchandise on the computer, wherein the computer is programmable to send requests to a server for a Web page containing promotional items of the merchandise and an auxiliary file containing descriptive data related to the promotional items, said computer readable program code ~~means~~ comprising:

a first computer readable program code ~~means~~ for causing the computer to produce a graphical depiction of one or more promotional items on a graphical user interface coupled to the computer;

a second computer readable program code ~~means~~ for causing the computer to display descriptive data related to one of said promotional items in response to a pointer linked to an input device being moved over said promotional item on said graphical depiction, wherein said descriptive data is read from the auxiliary file at said computer in response to the pointer without further accessing and querying said server and displayed with said graphical depiction on said graphical user interface; and

a third computer readable program code ~~means~~ for causing the computer to display a selection panel on said graphical user interface with said graphical depiction in response to a selection request, wherein said selection panel compiles the editable list of said promotional items that are sent to said selection panel in response to a selection request, wherein said editable list is produced by querying the auxiliary file for descriptive data corresponding to said editable list at the computer without accessing and querying the server for said corresponding descriptive data.

Claim 23 (Currently amended): A computer program product according to claim 22, wherein said first computer readable program code ~~means~~ further causes the computer to alter the hue or lightness of one of said promotional items in response to said pointer being moved over said promotional item, wherein the hue or lightness indicates the availability of at least one of a subassembly image of said promotional item, discounts, related items, alternative packaging, alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 24 (Currently amended): A computer program product according to claim 22, further comprising a fourth computer readable program code ~~means~~ for causing the computer to send a request to the server to purchase said promotional items sent to said selection panel, wherein said purchase request is sent in response to an order request from the user.

Claim 25 (Currently amended): A computer program product according to claim 24, further comprising a fifth computer readable program code ~~means~~ for causing the computer to produce a duplicate selection panel on the server, wherein entries or deletions of said promotional items in said selection panel sends a request for entries or deletions of said promotional items in said duplicate selection panel, wherein said purchase request from said fourth computer readable program code causes the server to synchronize said duplicate selection panel with said selection panel.

Claim 26 (Previously presented): A method of permitting a user to order merchandise on a client computer that communicates with a plurality of servers, said servers sending Web pages containing one or more promotional items of merchandise and said servers sending an auxiliary

file for each Web page to provide descriptive data corresponding to the promotional items, comprising:

receiving, from a first server, a first graphical depiction of a first promotional item and a first auxiliary file corresponding to the first promotional item in response to a request for the first promotional item;

displaying the first graphical depiction on a graphical user interface that is coupled to the client computer and configured to receive input from the user, wherein said displaying is implemented in response to the user requesting to view the first promotional item;

displaying a first descriptive data related to said first promotional item by reading said first auxiliary file in response to a request to view the first descriptive data, without further accessing and querying the first server for the first descriptive data;

receiving, from a second server, a second graphical depiction of a second promotional item and a second auxiliary file corresponding to the second promotional item in response to a request for the second promotional item;

displaying the second graphical depiction on the graphical user interface, wherein said displaying of the second graphical depiction is implemented in response to the user requesting to view the second promotional item;

displaying a second descriptive data related to said first promotional item by reading said second auxiliary file in response to a request to view the second descriptive data, without further accessing and querying said second server for the second descriptive data; and

receiving, from the first server, a selection panel application instructing the client computer to display, on the graphical user interface, a selection panel with one of the first graphical depiction or the second graphical depiction, and instructing the client computer to read

11

and send descriptive data from the auxiliary file corresponding to at least one of the promotional items from the first graphical depiction or the second graphical depiction to the selection panel on said graphical user interface in response to a selection request from the user, without <u>further</u> accessing and querying the server for the descriptive data to be sent to said selection panel.

Claim 27 (Original): A method of 26, wherein said receiving a selection panel further comprises receiving instructions for the selection panel application to remain actively operable on the client computer during said receiving a second graphical depiction, whereby the client computer is instructed to display the selection panel with the second graphical depiction and to read and send descriptive data from the second auxiliary file.

Claim 28 (Original): A method of 26, further comprising:

storing the selection panel application to a memory disposed on one of the client computer or the first server prior to said receiving a second graphical depiction, wherein said receiving a selection panel application includes receiving the selection panel application from the memory, whereby the client computer is instructed to display the selection panel with the second graphical depiction and to read and send descriptive data from the second auxiliary file.

Claim 29 (Original): A method of 26, further comprising:

wherein said receiving a second graphical depiction includes maintaining an active connection between the client computer and the first server to continue an interactive session with the first server while the client computer displays the selection panel with the second graphical depiction and reads and sends descriptive data from the second auxiliary file.

Claim 30 (Currently amended): A system for permitting a user to order merchandise on a client computer that communicates with two or more servers, said servers sending Web pages

12

containing one or more promotional items of merchandise and said servers sending an auxiliary file for each Web page to provide descriptive data corresponding to the promotional items located thereon, comprising:

a computer processor executing code including:

a local sessions controller to receive, from a server, a graphical depiction of a promotional item and an auxiliary file corresponding to said promotional item, wherein said graphical depiction and said auxiliary file are received in response to a request for said promotional item;

an image generator to display said graphical depiction on a graphical user interface coupled to said client computer;

a description generator to display description data related to the promotional item by reading such description data from said auxiliary file in response to a request to display such description data, without accessing and querying the server sending said graphical depiction of the promotional item and the auxiliary file; and

an order panel generator to display a selection panel with said graphical depiction on said graphical user interface, wherein said selection panel compiles an editable list of said promotional items that are sent to said selection panel in response to a selection request without accessing and querying said server for said editable list, wherein said editable list is produced by querying said auxiliary file for descriptive data corresponding to said editable list at the client computer without further accessing and querying said server for said descriptive data corresponding to said editable list.

Claim 31 (Original): A system of 30, wherein said order panel generator remains actively operable on the client computer when the client computer receives and displays a second

13

graphical depiction of said promotional items from a second server, wherein said order panel generator displays said selection panel with said second graphical depiction on said graphical user interface, wherein descriptive data is read from a second auxiliary. file to compile an editable list of said promotional items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.

Claim 32 (Original): A system of 30, wherein said order panel generator is stored and retrieved from a memory disposed on one of the client computer or said server when the client computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said client computer is instructed to display said selection panel with said second graphical depiction, wherein descriptive data is read from said second auxiliary file to compile an editable list of said promotional items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.

14

Claim 33 (Currently amended): A computer program product comprising a computer useable medium having computer readable program code ~~means~~ embedded in said medium for causing an application program to execute on a computer that permits a user to order merchandise on the computer that communicates with two or more servers, said servers sending Web pages containing one or more promotional items of merchandise and said servers sending an auxiliary file for each Web page to provide descriptive data corresponding to the promotional items located thereon, said computer readable program code ~~means~~ comprising:

a first computer readable program code ~~means~~ for causing the computer to receive, from a server, a graphical depiction of a promotional item and an auxiliary file corresponding to said promotional item, wherein said graphical depiction and said auxiliary file are received in response to a request for said promotional item;

a second computer readable program code ~~means~~ for causing the computer to display said graphical depiction on a graphical user interface coupled to said client computer;

a third computer readable program code ~~means~~ for causing the computer to display descriptive data related to said promotional item by reading said auxiliary file without further accessing and querying the server for the descriptive data in response to a request to display the description data of the promotional depiction; and

a fourth computer readable program code ~~means~~ for causing the computer to display a selection panel with said graphical depiction on said graphical user interface, wherein said selection panel compiles an editable list of said promotional items that are sent to said selection panel in response to a selection request without further accessing and querying the associated server, wherein said editable list is produced by querying said auxiliary file for descriptive data

15

corresponding to said editable list at said computer without further accessing and querying the associated server for said descriptive data.

Claim 34 (Currently amended): A computer program product according to claim 33, wherein said third computer readable program code ~~means~~ remains actively operable on the computer when the computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said third computer readable program code ~~means~~ displays said selection panel with said second graphical depiction on said graphical user interface, wherein descriptive data is read from a second auxiliary file to compile an editable list of said promotional items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.

Claim 35 (Currently amended): A computer program product according to claim 33, wherein said third computer readable program code ~~means~~ is stored and retrieved from a memory disposed on one of the computer or said server when the computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said computer is instructed to display said selection panel with said second graphical depiction, wherein descriptive data is read from said second auxiliary file to compile an editable list of said promotional items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.